

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

WHAT IS THIS BOYSENBERRY?

We are very happy to offer to our customers the new Boysenberry. We have been in the commercial berry business for 15 years, and have 50 acres in all the best varieties grown in this section. The Boysen is by far the finest and most profitable berry we have ever had on our place. We introduced Youngberries to California growers ten years ago. We, as well as those growers who bought plants from us, made money with Youngberries for the first five or six years, because the Youngberry was finer than the dewberry, Logberry and blackberry we were then growing. Now we are offering you the Boysenberry which is as superior to Youngberries and other berries, as the Youngberry was superior to the dewberry and Logberry ten years ago; in fact, it is a better money maker than the Youngberry ever was, even when the Youngberry was new.

Cash Returns Are What We Work For

This past summer (1935) we sold at our roadside market \$1737.50 from a measured acre of Boysenberries. These were sold retail. From the rest of our field of Boysenberries, which were sold at wholesale, the returns ran from \$900.00 to \$1100.00 per acre, according to the production on different acres. We had four acres in bearing this summer and will have 20 acres fruiting next summer.

Throughout the whole season Boysenberries sold readily for nearly double the price we received for blackberries, Youngberries or dewberries. We are making money with Boysenberries, and we know that you will, and that is why we are so pleased to offer you the plants.

They are just as easy to grow as blackberries or Youngberries. They produce a larger crop, not because there are more berries, but because each berry is so much larger.

The fruit sells for more the first time because it looks so fine, and it sells for more the next time because the customers like them so well that they will take nothing else.

Bigger Crops and Higher Prices

On Sunday, July 27, 1935, we sold at retail at our roadside market, 151 trays of Boysenberries, at two baskets for 25c, or \$1.40 per tray and these berries were on display alongside of fine blackberries and Youngberries, which were selling at half the price. Also we were selling fine raspberries and strawberries at considerably lower prices than the Boysenberries. We sold on that day as many Boysenberries as any two other varieties. While this was our largest day's sales at our roadside stand, this proportion of Boysenberries sold and the higher price received continued through the entire season.

We urge you to plant this very superior berry, now, while it is new and the markets are not oversupplied. You will make money, and make it quickly, for these berries bear a good crop the year following planting. This is a very acceptable time to make money for we all seem to have a lot of places to use it following so many years of depression. The 1935 fruit season was the most profitable season we have ever had and it was the Boysenberries that made it so.

Plant Boysenberries. Be the first in your community to have them on the market. And let us suggest that you order your plants early. Last spring, we returned 600 orders unfilled because we ran out of plants. This season we have a much larger supply of plants and also a much larger demand for them. A small deposit will hold the plants for you until you are ready to have them shipped.

We prepay the shipping charges, and guarantee the plants to arrive in good condition.

Best wishes,

KNOTT'S BERRY PLACE,
BUENA PARK, CALIFORNIA.

PRICES: 1936

Each		\$.25
10 for		2.00
100 for		15.00
1000 for		125.00

Much information and complete cultural instructions in our 1936 catalog.

Plants will be ready after January 1, and should be planted as early as your climate will permit.

If interested in berries write for our 1936 catalog which will contain much information on this and many other fine varieties of berries we grow.

What Some of Our Customers Say:

"The Finest Fruit We've Ever Had in Our Store"

Anaheim, California
July 25, 1935

Knott's Berry Place,
Buena Park, Calif.

Gentlemen:

We wish you to know how pleased we are with the Boysenberries we have handled this year from your place. When you called our attention to them at the beginning of the season, we were rather hesitant about starting to use them because they were priced so much higher than other varieties of berries. And as you will remember, the first day we took only one-half crate, and as these sold readily, the next day we sent for a crate. The following day it was two crates, and so on until we were using as many as five crates per day.

Our business has built up on Boysenberries right along through the season and, when we could get all we wanted, it has been hard to sell other kinds of berries although they were much cheaper.

As ours is the only store in town featuring Boysenberries, we find that our regular customers are telling their neighbors about them and that we are having quite a number of new customers coming to us because we have Boysenberries. It is quite an advantage to be able to have something that is not obtainable elsewhere.

We certainly thank you for calling our attention to this berry. It is the finest fruit of this kind that we have ever had in our store; it looks good, keeps well, and not only sells well the first time, but always brings repeat sales.

We hope we can make the same arrangement with you for handling Boysenberries again next year. Thank you.

Very truly yours,
(RED & WHITE STORE)
(Signed) Mostyn Koehler.

Thanks Us for Selling Him Plants

Cypress, California
August 22, 1935

Dear Mr. Knott:

We just finished picking our Boysenberry crop yesterday. Last night, after totaling the income from the 250 plants, you so kindly let us have last year, we find it amounts to \$360.00. The 250 plants occupy only one-quarter of an acre. We have been delighted with these berries throughout the season, this being the first fruiting season for them.

When we paid you \$50.00 for the 250 plants, we thought the price was rather high. But this season's sales have convinced us that the high priced Boysenberry plants have made, by far, greater net profits than other varieties which cost much less.

Not only have we done fine with the sale of the fruit, but have orders for all of the plants that we can possibly be able to spare this season.

We certainly thank you for selling us plants of this wonderful berry while it is new. The returns from this fruit, together with the anticipated sale of plants, will be a big help to us this year, and next year we will have two acres of Boysenberries fruiting.

(Signed) JAMES COLE.

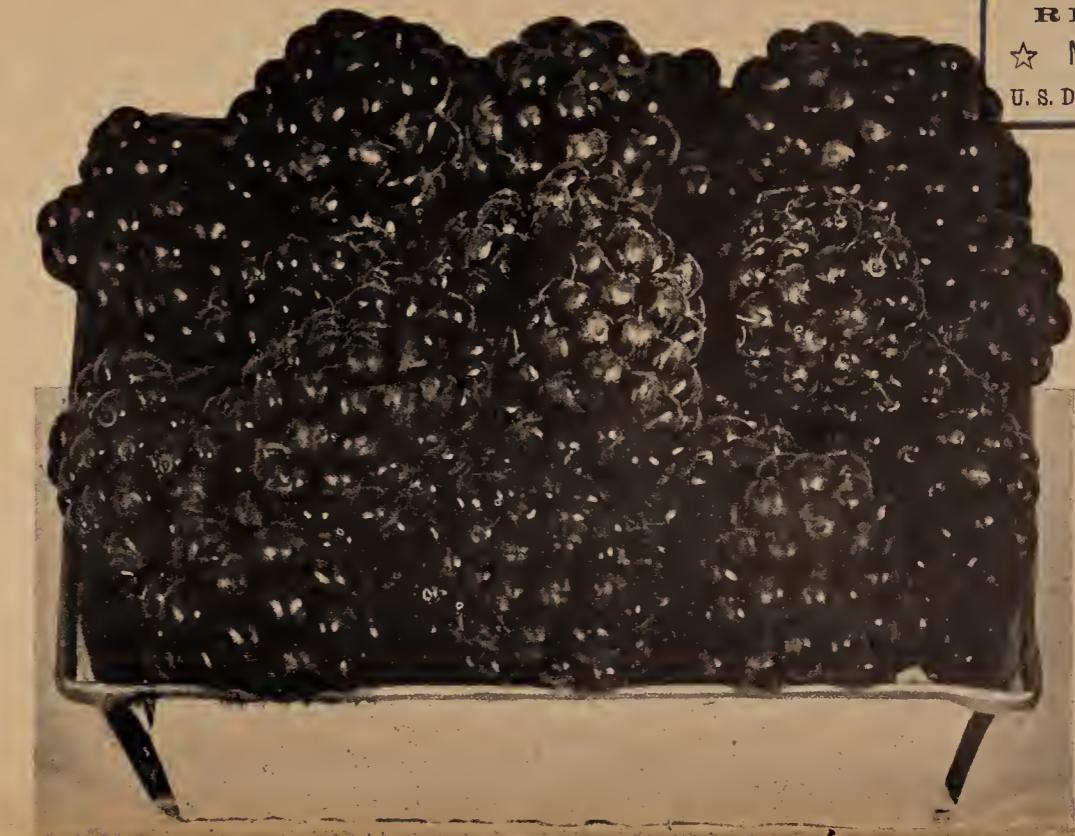
The NEW BOYSENBERRY

THE FINEST VINE BERRY YET DEVELOPED

LIBRARY
RECEIVED

★ MAR 30 1936 ★

U. S. Department of Agriculture



DISTRIBUTORS
CARLTON NURSERY CO.

FOR HOME USE

A few Boysenberry plants will be the joy of your garden. Look closely at these pictures and measure these berries. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 6 feet apart in rows 6 feet across. You will be surprised at the berries you can get from 10 plants, which cost as little as \$2.00, delivered to your door.



These Boysenberries are ACTUAL SIZE, but are selected berries and are larger than average. (The average Boysenberry is about 1 1/2 ins.)

The BOYSENBERRY

Universally Acclaimed the Finest Berry Yet

You will enjoy growing fruit like this. It is fun to pick; the baskets fill up like magic. Your pickers will beg to be allowed to pick Boysenberries.

Your customers will clamor for them and will spread the word among their friends that you have a new berry — larger than any they have ever seen.

You will make money with the Boysenberry. Plant now while it is new. Be the first in your locality to have this superior berry.

Introduced in 1934 by Walter Knott of Buena Park, California



A SINGLE CLUSTER OF BOYSENBERRIES ACTUAL SIZE
SHOWING BERRIES IN ALL STAGES; RIPE, PARTLY RIPE AND GREEN, INSURING FRUIT OVER LONG SEASON

